

KUESIONER PENELITIAN

A. UMUM

Dengan rasa hormat, dimohon kesediaannya untuk mengisi kuesioner yang telah diberikan. Jawaban yang anda berikan sangat membantu peneliti dalam penyusunan skripsi dengan judul “Pengaruh *Advertising* dan *Personal Selling* Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Kosmetik Wardah Di Transmart Rungkut”.

B. IDENTITAS RESPONDEN

1. **Nama** : (boleh tidak diisi)

2. **Alamat** :

3. **No HP/Tlp** :

4. **Usia** :

17 - 25 Tahun

26 – 50 Tahun

> 50 Tahun

5. **Pendapatan** :

Rp 1.000.000 - ≤ Rp 3.000.000

Rp 3.000.000 - ≤ Rp 5.000.000

>Rp 5.000.000

6. **Pekerjaan** :

PNS

Wiraswasta

Swasta

Mahasiswa

Lain-lain

Menggunakan kosmetik Wardah

Tidak menggunakan kosmetik Wardah

C. PETUNJUK PENGISIAN

1. STS : Sangat Tidak Setuju
2. TS : Tidak Setuju
3. KS : KurangSetuju
4. S : Setuju
5. SS : Sangat Setuju

D. Jawablah pertanyaan-pertanyaan di bawah ini sesuai dengan tanggapan anda.

1. Advertising

| No | Pernyataan | ST S | T S | K S | S | S S |
|----|--|---------|--------|--------|---|--------|
| 1 | Advertising Wardah melalui media elektronik dan media cetak mampu menyampaikan informasi tentang kosmetik Wardah. | | | | | |
| 2 | Advertising Wardah melalui media elektronik dan media cetak mampu membujuk konsumen untuk menggunakan kosmetik Wardah. | | | | | |
| 3 | Advertising Wardah melalui media elektronik dan media cetak mengingatkan konsumen pada Kosmetik Wardah. | | | | | |
| | Advertising Wardah melalui media elektronik dan media cetak mampu memantapkan konsumen untuk membeli kosmetik Wardah. | | | | | |

2. Personal Selling

| No | Pernyataan | STS | TS | KS | S | SS |
|----|--|-----|----|----|---|----|
| 1 | Tenaga penjual Wardah bersikap ramah dan memperkenalkan diri kepada konsumen kosmetik Wardah. | | | | | |
| 2 | Tenaga penjual Wardah memberikan informasi mengenai produk kosmetik Wardah pada konsumen. | | | | | |
| 3 | Tenaga penjual Wardah memberikan catalog dan menjelaskan keunggulan produk kosmetik Wardah pada konsumen. | | | | | |
| 4 | Tenaga penjual Wardah mampu memberikan solusi terhadap keluhan konsumen pada produk kosmetik Wardah. | | | | | |
| 5 | Tenaga penjual Wardah mampu mempengaruhi konsumen untuk melakukan pembelian kosmetik Wardah. | | | | | |
| 6 | Tenaga penjual Wardah menginformasikan pada konsumen untuk menyampaikan keluhan kepada layanan konsumen kosmetik Wardah. | | | | | |

3. Keputusan Pembelian

| No | Pernyataan | ST S | T S | K S | S S | S S |
|----|---|---------|--------|--------|--------|--------|
| 1 | Saya memutuskan menggunakan kosmetik Wardah karena sesuai dengan kebutuhan. | | | | | |
| 2 | Saya mencari berbagai informasi melalui <i>advertising</i> dan <i>personal selling</i> kosmetik Wardah. | | | | | |
| 3 | Saya mengevaluasi kosmetik lain dan membandingkannya dengan produk kosmetik Wardah. | | | | | |
| 4 | Saya memutuskan membeli kosmetik Wardah karena <i>Advertising</i> dan <i>Personal Selling</i> yang memuaskan. | | | | | |
| 5 | Saya memutuskan membeli Wardah dan menginformasikannya pada lingkungan saya. | | | | | |

| NO | Advertising (X1) | | | | Personal Selling (X2) | | | | | | Keputusan Pembelian (Y) | | | | |
|----|------------------|---|---|---|-----------------------|---|---|---|---|---|-------------------------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 | 4 | 5 |
| 1 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 4 |
| 2 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 4 | 5 | 3 | 3 | 3 |
| 3 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 |
| 4 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 |
| 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 4 | 4 | 4 | 5 |
| 6 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 5 |
| 8 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 9 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 10 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 3 | 3 | 4 | 4 | 4 |
| 11 | 4 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 5 | 5 | 4 | 4 | 3 | 4 | 4 |
| 12 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 13 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 4 | 5 | 4 | 3 | 4 | 3 | 4 |
| 14 | 3 | 5 | 4 | 2 | 3 | 5 | 4 | 2 | 5 | 5 | 4 | 3 | 5 | 4 | 4 |
| 15 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 3 | 5 | 4 | 4 | 4 | 3 |
| 16 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 3 | 4 | 5 | 4 | 5 | 4 | 4 |
| 17 | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 4 | 4 | 4 | 3 | 4 | 5 | 5 |
| 18 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 | 3 |
| 19 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 3 |
| 20 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 21 | 3 | 5 | 3 | 5 | 3 | 5 | 3 | 5 | 5 | 5 | 4 | 3 | 5 | 3 | 4 |
| 22 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 4 | 5 | 5 | 5 | 5 |
| 23 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 5 |
| 24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 5 |
| 25 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 |
| 26 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 3 |
| 27 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 28 | 3 | 3 | 2 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 |
| 29 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 |
| 30 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 4 | 4 | 5 | 5 | 5 |
| 31 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 5 | 4 | 4 | 4 | 5 | 4 |
| 32 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 4 | 4 | 4 | 4 | 5 | 4 | 3 |

| NO | <i>Advertising (X1)</i> | | | | <i>Personal Selling (X2)</i> | | | | | | Keputusan Pembelian (Y) | | | | |
|----|-------------------------|---|---|---|------------------------------|---|---|---|---|---|-------------------------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 | 4 | 5 |
| 33 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 5 | 4 | 4 | 4 | 5 | 4 | 3 |
| 34 | 5 | 5 | 3 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 |
| 35 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 5 | 4 | 4 | 3 |
| 36 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 |
| 37 | 4 | 4 | 3 | 3 | 4 | 4 | 3 | 3 | 5 | 3 | 4 | 4 | 4 | 3 | 3 |
| 38 | 4 | 5 | 3 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 | 5 | 3 | 5 |
| 39 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 5 |
| 40 | 3 | 5 | 4 | 3 | 3 | 5 | 4 | 3 | 5 | 5 | 3 | 4 | 5 | 4 | 3 |
| 41 | 3 | 4 | 3 | 3 | 3 | 4 | 3 | 3 | 4 | 4 | 3 | 4 | 4 | 3 | 3 |
| 42 | 3 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 3 | 3 | 4 | 5 | 4 |
| 43 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 3 |
| 44 | 3 | 4 | 3 | 3 | 3 | 4 | 5 | 3 | 3 | 5 | 3 | 3 | 4 | 3 | 3 |
| 45 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 3 | 5 | 3 | 3 | 4 | 3 | 4 |
| 46 | 5 | 3 | 3 | 5 | 5 | 3 | 3 | 5 | 3 | 5 | 5 | 5 | 3 | 3 | 5 |
| 47 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 5 | 5 | 5 |
| 48 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 3 | 5 | 3 | 3 | 4 | 4 | 4 |
| 49 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 5 | 5 | 5 |
| 50 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 3 | 5 | 5 | 4 | 4 | 4 | 5 | 3 |
| 51 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 2 | 4 | 5 | 4 | 3 |
| 52 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 5 | 4 | 4 | 4 | 4 | 4 |
| 53 | 4 | 5 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 4 | 4 | 5 | 3 | 4 |
| 54 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 | 4 | 5 |
| 55 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 4 |
| 56 | 5 | 5 | 3 | 4 | 5 | 5 | 3 | 4 | 4 | 5 | 5 | 5 | 5 | 3 | 4 |
| 57 | 5 | 5 | 3 | 5 | 5 | 5 | 3 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 5 |
| 58 | 5 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 3 | 5 | 5 | 5 | 4 | 4 |
| 59 | 3 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 5 | 5 | 2 | 3 | 4 | 4 | 4 |
| 60 | 3 | 5 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 5 | 3 | 3 | 5 | 3 | 4 |

| NO | <i>Advertising (X1)</i> | | | | <i>Personal Selling (X2)</i> | | | | | | Keputusan Pembelian (Y) | | | | |
|----|-------------------------|---|---|---|------------------------------|---|---|---|---|---|-------------------------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 | 4 | 5 |
| 61 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 3 | 4 | 5 | 4 | 4 | 4 | 5 | 3 |
| 62 | 4 | 5 | 5 | 3 | 4 | 5 | 5 | 3 | 4 | 5 | 4 | 4 | 5 | 5 | 3 |
| 63 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 |
| 64 | 5 | 5 | 3 | 3 | 5 | 5 | 3 | 3 | 4 | 5 | 2 | 5 | 5 | 3 | 3 |
| 65 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 5 | 5 |
| 66 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 3 | 5 | 4 | 4 | 5 | 5 | 5 |
| 67 | 5 | 4 | 4 | 5 | 5 | 4 | 4 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 5 |
| 68 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 4 | 2 | 4 | 5 | 5 | 5 |
| 69 | 3 | 3 | 3 | 4 | 3 | 3 | 5 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 4 |
| 70 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 4 | 5 | 3 | 3 | 3 | 3 | 3 |
| 71 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 72 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 5 | 4 |
| 73 | 4 | 5 | 4 | 3 | 4 | 5 | 4 | 3 | 5 | 3 | 4 | 3 | 5 | 4 | 3 |
| 74 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 3 | 5 | 5 |
| 75 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 2 | 4 | 5 | 5 | 5 |
| 76 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 4 |
| 77 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 2 | 3 | 4 | 5 | 4 |
| 78 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 |
| 79 | 4 | 4 | 5 | 3 | 4 | 4 | 5 | 3 | 4 | 4 | 4 | 4 | 4 | 5 | 3 |
| 80 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 4 | 4 | 5 | 5 |
| 81 | 5 | 4 | 5 | 4 | 5 | 4 | 3 | 4 | 4 | 2 | 5 | 5 | 4 | 5 | 4 |
| 82 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 3 | 4 | 5 | 5 | 5 |
| 83 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 5 | 4 | 4 | 4 | 5 | 5 | 5 |
| 84 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 5 | 4 | 4 | 4 | 4 | 5 |
| 85 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 3 | 5 | 5 | 5 | 5 | 4 | 5 | 5 |
| 86 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 3 | 5 | 5 | 4 | 5 | 4 | 5 |
| 87 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 2 | 5 | 4 | 3 | 4 | 5 |
| 88 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 4 |

| NO | <i>Advertising (X1)</i> | | | | <i>Personal Selling (X2)</i> | | | | | | Keputusan Pembelian (Y) | | | | |
|-----|-------------------------|---|---|---|------------------------------|---|---|---|---|---|-------------------------|---|---|---|---|
| | 1 | 2 | 3 | 4 | 1 | 2 | 3 | 4 | 5 | 6 | 1 | 2 | 3 | 4 | 5 |
| 87 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 2 | 5 | 4 | 3 | 4 | 5 |
| 88 | 5 | 5 | 5 | 4 | 5 | 5 | 3 | 4 | 5 | 3 | 3 | 4 | 5 | 5 | 4 |
| 89 | 4 | 5 | 5 | 5 | 4 | 5 | 5 | 5 | 4 | 3 | 4 | 3 | 5 | 4 | 5 |
| 90 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 3 | 5 | 5 | 3 | 4 | 4 | 3 | 4 |
| 91 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 | 4 | 3 | 5 | 5 | 5 |
| 92 | 5 | 4 | 4 | 3 | 5 | 4 | 4 | 3 | 4 | 5 | 3 | 5 | 4 | 4 | 3 |
| 93 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 | 4 | 5 | 4 | 4 | 4 | 5 | 4 |
| 94 | 4 | 5 | 4 | 5 | 4 | 5 | 3 | 5 | 5 | 5 | 3 | 3 | 5 | 4 | 5 |
| 95 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 5 | 5 | 5 | 3 | 5 | 5 | 5 |
| 96 | 5 | 5 | 5 | 4 | 2 | 5 | 5 | 3 | 4 | 5 | 4 | 3 | 5 | 5 | 4 |
| 97 | 5 | 5 | 5 | 5 | 5 | 5 | 3 | 5 | 4 | 4 | 3 | 5 | 5 | 5 | 5 |
| 98 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 5 | 4 | 4 | 5 | 4 | 5 | 4 | 5 |
| 99 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 5 | 5 | 4 | 4 | 4 | 4 |
| 100 | 4 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 4 | 5 | 5 | 4 | 5 | 5 | 5 |

Frequencies Of Advertising(X1)

Statistics

| | | X1_1 | X1_2 | X1_3 | X1_4 | TOTAL_X1 |
|--------|---------|--------|--------|--------|--------|----------|
| N | Valid | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.2300 | 4.4300 | 4.2900 | 4.2300 | 17.1800 |
| Median | | 4.0000 | 4.0000 | 4.0000 | 4.0000 | 17.0000 |
| Mode | | 4.00 | 5.00 | 5.00 | 5.00 | 19.00 |
| Sum | | 423.00 | 443.00 | 429.00 | 423.00 | 1718.00 |

Menyampaikan Informasi (Informative)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 17 | 17.0 | 17.0 | 17.0 |
| | 4 | 43 | 43.0 | 43.0 | 60.0 |
| | S | 40 | 40.0 | 40.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Membujuk (Persuasive)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 5 | 5.0 | 5.0 | 5.0 |
| | 4 | 47 | 47.0 | 47.0 | 52.0 |
| | 5 | 48 | 48.0 | 48.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Mengingatkan (Reminding)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 17 | 17.0 | 17.0 | 18.0 |
| | 4 | 34 | 34.0 | 34.0 | 52.0 |
| | 5 | 48 | 48.0 | 48.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Pemantapan (Reinforcement)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 17 | 17.0 | 17.0 | 18.0 |
| | 4 | 40 | 40.0 | 40.0 | 58.0 |
| | 5 | 42 | 42.0 | 42.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Frequencies Of Personal Selling(X2)**Statistics**

| | | X2_1 | X2_2 | X2_3 | X2_4 | X2_5 | X2_6 |
|--------|---------|--------|--------|--------|--------|--------|--------|
| N | Valid | 100 | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.2400 | 4.4600 | 4.2600 | 4.1800 | 4.3700 | 4.5700 |
| Median | | 4.0000 | 4.5000 | 4.0000 | 4.0000 | 4.0000 | 5.0000 |
| Mode | | 4.00 | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 |
| Sum | | 424.00 | 446.00 | 426.00 | 418.00 | 437.00 | 457.00 |

Memilih Dan Menilai Prospek (Prospecting And Qualifying)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 15 | 15.0 | 15.0 | 16.0 |
| | 4 | 43 | 43.0 | 43.0 | 59.0 |
| | 5 | 41 | 41.0 | 41.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Pendekatan (Approach)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 4 | 4.0 | 4.0 | 4.0 |
| | 4 | 46 | 46.0 | 46.0 | 50.0 |
| | 5 | 50 | 50.0 | 50.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Presentasi (Presentation)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 21 | 21.0 | 21.0 | 21.0 |
| | 4 | 32 | 32.0 | 32.0 | 53.0 |
| | 5 | 47 | 47.0 | 47.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Mengatasi Keberatan (Handling Objection)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 1 | 1.0 | 1.0 | 1.0 |
| | 3 | 20 | 20.0 | 20.0 | 21.0 |
| | 4 | 39 | 39.0 | 39.0 | 60.0 |
| | 5 | 40 | 40.0 | 40.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Penutupan (Closing)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 11 | 11.0 | 11.0 | 11.0 |
| | 4 | 41 | 41.0 | 41.0 | 52.0 |
| | 5 | 48 | 48.0 | 48.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

TindakLanjut (Follow Up)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 2 | 2.0 | 2.0 | 2.0 |
| | 3 | 10 | 10.0 | 10.0 | 12.0 |
| | 4 | 17 | 17.0 | 17.0 | 29.0 |
| | 5 | 71 | 71.0 | 71.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

FrequenciesKeputusanPembelian (Y)**Statistics**

| | | Y_1 | Y_2 | Y_3 | Y_4 | Y_5 |
|--------|---------|--------|--------|--------|--------|--------|
| N | Valid | 100 | 100 | 100 | 100 | 100 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 4.0700 | 4.1500 | 4.4000 | 4.2900 | 4.2000 |
| Median | | 4.0000 | 4.0000 | 4.0000 | 4.0000 | 4.0000 |
| Mode | | 4.00 | 4.00 | 5.00 | 5.00 | 5.00 |
| Sum | | 407.00 | 415.00 | 440.00 | 429.00 | 420.00 |

MengenaliKebutuhan (Problem Recognition)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 2 | 6 | 6.0 | 6.0 | 6.0 |
| | 3 | 17 | 17.0 | 17.0 | 23.0 |
| | 4 | 41 | 41.0 | 41.0 | 64.0 |
| | 5 | 36 | 36.0 | 36.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Mencari Informasi (Information Search)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 20 | 20.0 | 20.0 | 20.0 |
| | 4 | 45 | 45.0 | 45.0 | 65.0 |
| | 5 | 35 | 35.0 | 35.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Evaluasi Alternatif (Validation Of Alternative)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 7 | 7.0 | 7.0 | 7.0 |
| | 4 | 46 | 46.0 | 46.0 | 53.0 |
| | 5 | 47 | 47.0 | 47.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Keputusan Pembelian (Purchase Decision)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 19 | 19.0 | 19.0 | 19.0 |
| | 4 | 33 | 33.0 | 33.0 | 52.0 |
| | 5 | 48 | 48.0 | 48.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Perilaku Setelah Pembelian (Post Purchase Behavior)

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 3 | 23 | 23.0 | 23.0 | 23.0 |
| | 4 | 34 | 34.0 | 34.0 | 57.0 |
| | 5 | 43 | 43.0 | 43.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Reliability Advertising (X1)

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .713 | 5 |

Reliability Personal Selling (X2)

Scale: ALL VARIABLE

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .683 | 7 |

Reliability Keputusan Pembelian (Y)

Scale: ALL VARIABLES

Case Processing Summary

| | | N | % |
|-------|-----------------------|----|-------|
| Cases | Valid | 30 | 100.0 |
| | Excluded ^a | 0 | .0 |
| | Total | 30 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .707 | 6 |

Correlations X1

Correlations

| | | X1_1 | X1_2 | X1_3 | X1_4 | TOTAL_X1 |
|----------|---------------------|--------|--------|--------|--------|----------|
| X1_1 | Pearson Correlation | 1 | .167 | -.053 | .228 | .532** |
| | Sig. (2-tailed) | | .379 | .782 | .227 | .003 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X1_2 | Pearson Correlation | .167 | 1 | .797** | -.089 | .749** |
| | Sig. (2-tailed) | .379 | | .000 | .640 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X1_3 | Pearson Correlation | -.053 | .797** | 1 | -.147 | .656** |
| | Sig. (2-tailed) | .782 | .000 | | .437 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 |
| X1_4 | Pearson Correlation | .228 | -.089 | -.147 | 1 | .466** |
| | Sig. (2-tailed) | .227 | .640 | .437 | | .009 |
| | N | 30 | 30 | 30 | 30 | 30 |
| TOTAL_X1 | Pearson Correlation | .532** | .749** | .656** | .466** | 1 |
| | Sig. (2-tailed) | .003 | .000 | .000 | .009 | |
| | N | 30 | 30 | 30 | 30 | 30 |

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations X2

Correlations

| | | X2_1 | X2_2 | X2_3 | X2_4 | X2_5 | X2_6 | TOTAL_X2 |
|----------|---------------------|-------|--------|--------|--------|--------|--------|----------|
| X2_1 | Pearson Correlation | 1 | .148 | -.095 | -.066 | .097 | .081 | .408* |
| | Sig. (2-tailed) | | .437 | .617 | .727 | .612 | .670 | .025 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2_2 | Pearson Correlation | .148 | 1 | .135 | .069 | .031 | .282 | .482** |
| | Sig. (2-tailed) | .437 | | .476 | .716 | .869 | .131 | .007 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2_3 | Pearson Correlation | -.095 | .135 | 1 | .549** | .188 | .132 | .650** |
| | Sig. (2-tailed) | .617 | .476 | | .002 | .320 | .486 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2_4 | Pearson Correlation | -.066 | .069 | .549** | 1 | .283 | -.191 | .484** |
| | Sig. (2-tailed) | .727 | .716 | .002 | | .129 | .313 | .007 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2_5 | Pearson Correlation | .097 | .031 | .188 | .283 | 1 | .081 | .514** |
| | Sig. (2-tailed) | .612 | .869 | .320 | .129 | | .672 | .004 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| X2_6 | Pearson Correlation | .081 | .282 | .132 | -.191 | .081 | 1 | .510** |
| | Sig. (2-tailed) | .670 | .131 | .486 | .313 | .672 | | .004 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL_X2 | Pearson Correlation | .408* | .482** | .650** | .484** | .514** | .510** | 1 |
| | Sig. (2-tailed) | .025 | .007 | .000 | .007 | .004 | .004 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 | 30 |

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Correlations Y

Correlations

| | | Y1_1 | Y1_2 | Y1_3 | Y1_4 | Y1_5 | TOTAL_Y |
|---------|---------------------|--------|--------|--------|-------|--------|---------|
| Y1_1 | Pearson Correlation | 1 | .081 | .118 | .185 | .605** | .663** |
| | Sig. (2-tailed) | | .670 | .535 | .328 | .000 | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1_2 | Pearson Correlation | .081 | 1 | .373* | -.273 | -.040 | .502** |
| | Sig. (2-tailed) | .670 | | .042 | .144 | .834 | .005 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1_3 | Pearson Correlation | .118 | .373* | 1 | .102 | .081 | .591** |
| | Sig. (2-tailed) | .535 | .042 | | .591 | .670 | .001 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1_4 | Pearson Correlation | .185 | -.273 | .102 | 1 | .375* | .429* |
| | Sig. (2-tailed) | .328 | .144 | .591 | | .041 | .018 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| Y1_5 | Pearson Correlation | .605** | -.040 | .081 | .375* | 1 | .662** |
| | Sig. (2-tailed) | .000 | .834 | .670 | .041 | | .000 |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |
| TOTAL_Y | Pearson Correlation | .663** | .502** | .591** | .429* | .662** | 1 |
| | Sig. (2-tailed) | .000 | .005 | .001 | .018 | .000 | |
| | N | 30 | 30 | 30 | 30 | 30 | 30 |

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Statistics

PENDAPATAN

| | | |
|--------|---------|--------|
| N | Valid | 100 |
| | Missing | 0 |
| Mean | | 2.0200 |
| Median | | 2.0000 |
| Mode | | 2.00 |
| Sum | | 202.00 |

PENDAPATAN

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|---------------------|-----------|---------|---------------|--------------------|
| Valid | 1.000.000-3.000.000 | 20 | 20.0 | 20.0 | 20.0 |
| | 3.000.000-5.000.000 | 58 | 58.0 | 58.0 | 78.0 |
| | >5.000.000 | 22 | 22.0 | 22.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Statistics

PEKERJAAN

| | | |
|--------|---------|--------|
| N | Valid | 100 |
| | Missing | 0 |
| Mean | | 3.1900 |
| Median | | 3.0000 |
| Mode | | 4.00 |
| Sum | | 319.00 |

PEKERJAAN

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|------------|-----------|---------|---------------|--------------------|
| Valid | PNS | 11 | 11.0 | 11.0 | 11.0 |
| | WIRASWASTA | 17 | 17.0 | 17.0 | 28.0 |
| | SWASTA | 26 | 26.0 | 26.0 | 54.0 |
| | MAHASISWA | 34 | 34.0 | 34.0 | 88.0 |
| | LAIN-LAIN | 12 | 12.0 | 12.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Statistics

USIA

| | | |
|--------|---------|--------|
| N | Valid | 100 |
| | Missing | 0 |
| Mean | | 2.2300 |
| Median | | 2.0000 |
| Mode | | 1.00 |
| Sum | | 223.00 |

USIA

| | | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------|-------|-----------|---------|---------------|--------------------|
| Valid | 17-20 | 39 | 39.0 | 39.0 | 39.0 |
| | 21-25 | 25 | 25.0 | 25.0 | 64.0 |
| | 26-30 | 19 | 19.0 | 19.0 | 83.0 |
| | 31-35 | 8 | 8.0 | 8.0 | 91.0 |
| | >35 | 9 | 9.0 | 9.0 | 100.0 |
| | Total | 100 | 100.0 | 100.0 | |

Model Summary

| Model | R | R Square | Adjusted Square | R Std. Error of the Estimate |
|-------|-------------------|----------|-----------------|------------------------------|
| 1 | .809 ^a | .655 | .648 | .33033 |

a. Predictors: (Constant), X2_PERSONAL_SELLING, X1_ADVERTISING

ANOVA^b

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1 | Regression | 20.094 | 2 | 10.047 | 92.071 | .000 ^a |
| | Residual | 10.585 | 97 | .109 | | |
| | Total | 30.678 | 99 | | | |

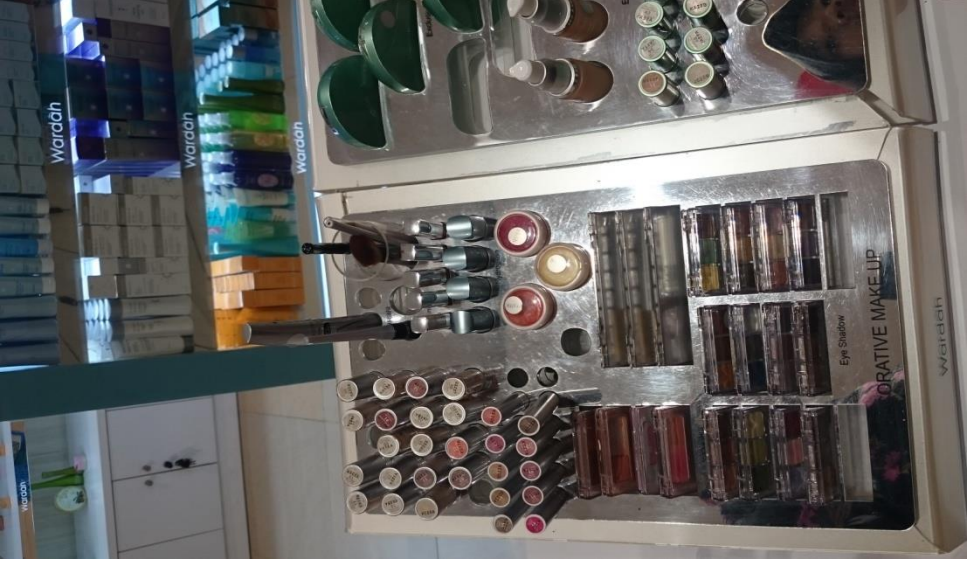
a. Predictors: (Constant), X2_PERSONAL_SELLING, X1_ADVERTISING

b. Dependent Variable: Y_KEPUTUSAN_PEMBELIAN

Coefficients^a

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|-------|---------------------|-----------------------------|------------|---------------------------|-------|------|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .270 | .451 | | .599 | .550 |
| | X1_ADVERTISING | .716 | .102 | .603 | 7.000 | .000 |
| | X2_PERSONAL_SELLING | .446 | .149 | .258 | 2.990 | .004 |

a. Dependent Variable: Y_KEPUTUSAN_PEMBELIAN







FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA

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Gedung: F 1.01 Jl. Semolowaru 45 Surabaya (60118)

Telp. 031-5925982 Psw.238

E-mail : fisip@untag-sby.ac.id

KARTU BIMBINGAN PENULISAN SKRIPSI

Nomor : 957/K/FISIP/X/2017

Tanggal : 17 Oktober 2017

Nama : Nike Nur Aini

NBI : 1121408084

Program Studi : Administrasi Bisnis

Dosen Pembimbing : 1. Dra.AwinMulyati,MM
2. Dr. IGN Anom Maruta,MM

PERSETUJUAN JUDUL SKRIPSI

ANALISIS PENGARUH IKLAN DALAM
MENINGKATKAN PENJUALAN KOMESTIK WARDAH (STUDI
KASUS PADA MAHASISWA UNTAG SURABAYA)

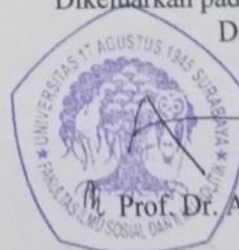
Pengaruh Advertising Dan Personal Selling Terhadap
Keputusan Pembelian (Studi kasus pada Konsumen Wardah
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Perhatian :

1. Kartu Bimbingan ini harus dibawa dan ditunjukkan Dosen Pembimbing Waktu konsultasi
2. Kartu Bimbingan ini harus diserahkan ke Fakultas Pada waktu pendaftaran Ujian Skripsi
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Dikeluarkan pada Tgl : 17 Oktober 2017

Dekan,



Prof. Dr. Agus Sukristyanto, MS

UNIVERSITAS 17 AGUSTUS 1945 (UNTAG) SURABAYA
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Telp. (031)-5925982, 5931800 Psw.238

E-mail : fisip@untag-sby.ac.id

KONSULTASI BIMBINGAN SKRIPSI

| NO | TANGGAL | MATERI | CATATAN DOSEN PEMBIMBING | TANDA TANGAN |
|----|----------|---|---|--------------|
| 1 | 26/10 17 | Perbaikan Proposa | | |
| 2 | 9/12 17 | - Perbaiki teori - Perbaiki Def. Konsep & konsep - ⊕ Penel. terdahulu | } | |
| 3 | 8/12 17 | Ace, lanjutkan ke Bab I, II, III | | |
| 4 | | Bab 5 Bab 5 Bab 5 | Revisi: letak bab kard Ace Revisi Mapping, tabel sumber baru | |
| 5 | 19/1 18 | Perbaiki def. operasional X1 & X2. Perbaiki Questionair Perbaiki Hipotesis Bab III Bab III | } | |
| | | | | |

Bimbingan dinyatakan telah selesai.

Tanggal :

Dosen Pembimbing II,

Dosen Pembimbing I,

(.....)
 Awen

(.....)

KONSULTASI BIMBINGAN SKRIPSI

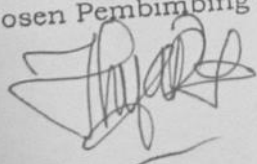
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| 6 | 22/1/2018 | Bab I Def. konsep & operasi & pembuk. | Ace | |
| 7 | 24/1/2018 | Bab II Def. konsep operasi manajemen & pembuk. + kuesioner | | AS |
| 8 | 1/2/2018 | Bab I, II, III Ace Lampirkan Bab IV & V Bab I & V Ace | | |

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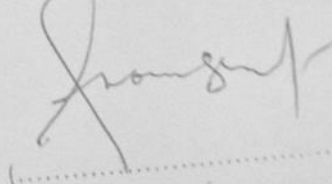
Tanggal : 5/2/2018

Dosen Pembimbing II,

Dosen Pembimbing I,



(.....)
Awin



(.....)



PERINTAH REVISI

Yang bertanda tangan dibawah ini, Dosen Penguji Skripsi dari mahasiswa :

Nama : Nike Nur Aini
N.B.I. / Nirm : 1121408084
Jurusan : Administrasi Bisnis
Judul Skripsi : Pengaruh Advertising dan Personal Selling dalam Meningkatkan Kinerja Pemasaran Kosmetik Wardah (Studi Kasus pada Mahasiswa Universitas 17 Agustus 1945 Surabaya)

Memerintahkan untuk mengadakan Revisi Skripsi sbb :

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| | Daftar Isi Daftar Pustaka Sistematika | | |

Surabaya, 8 Februari 2018

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Dosen Penguji,



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|----|--------|-----|------|
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Surabaya, 8 Februari 2018

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Dosen Penguji,

Dosen Penguji,

(_____)

(_____)

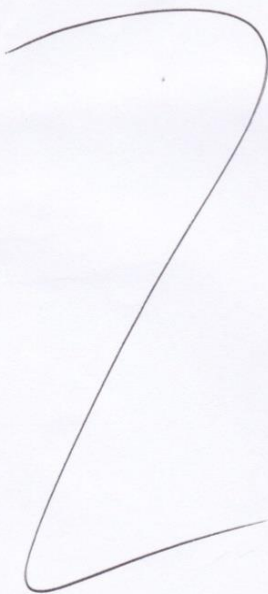


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Meningkatkan Kinerja Pemasaran Kosmetik Wardah
(Studi Kasus pada Mahasiswa Universitas 17 Agustus
1945 Surabaya)

Memerintahkan untuk mengadakan Revisi Skripsi sbb :

| NO | MATERI | BAB | HAL. |
|----|--|-----|------|
| |  | | |

Surabaya, 8 Februari 2018

Setuju telah direvisi,
Dosen Penguji,


(_____)

Dosen Penguji,


(_____)

ANALISIS PENGARUH ADVERTISING DAN PERSONAL SELLING TERHADAP KEPUTUSAN PEMBELIAN

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